

Sustainable Energy and Energy Efficiency is a Social Responsibility



الهيئة المصرية العامة للمواصفات والجودة
Egyptian Organization for Standardization and Quality

National E. Newsletter

RESPONSIBILITY

Issued by the Egyptian Organization for Standardization and Quality

OCTOBER 2017
No. 17



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**Celebration of
International SR Day**

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Egypt Participates in the 3rd Meeting of ISO/TC 309 "Governance of Organizations" in China

EOS Chairman
Eng. Ashraf Ismail Afify.

Chief Editor
Eng. Osama Elmeligy

Managing Editor
Mrs. Asmaa Abdel Mohsen

Editing Secretary
Mr. Gamal Abdel Alim

Revision
Chem. Abeer Abdel Mo'nem

e- Publication
Mr. Ahmed Mohamed

Coordination & Design
Mr. Mostafa Sabry

Press Output



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Written by:
Eng. Ashraf Afify
EOS Chairman

Sustainable Energy and Energy Efficiency is a Social Responsibility

Society is facing many environmental challenges, including the depletion of natural resources, pollution, climate change, destruction of habitats, loss of species, collapse of whole ecosystems and the degradation of urban and rural human settlements. As the world population grows and consumption increases, these issues have become with an increasing impact threatening human security and the health and well being of society. Therefore, there is a need to identify options to reduce and eliminate unsustainable patterns of production and consumption and to ensure the sustainability of the resources consumption per person.

Environmental matters at the local, regional and global levels are interconnected. Addressing them requires a comprehensive, systematic and collective approach. Environmental responsibility is a precondition for the survival and prosperity of human beings. It is therefore an important aspect of social responsibility. Environmental matters are closely linked to social responsibility core subjects and other derived issues. To ensure the availability of resources in the future, current patterns and volumes of consumption and production need to change so that they operate within the earth's carrying capacity. The sustainable use of renewable resources means that they are used at a rate that is less than, or equal to, their rate of natural replenishment. For non-renewable resources (such as fossil fuels, metals and minerals), long-

term sustainability requires that the rate of use be less than the rate at which a renewable resource can be substituted for it.

An organization can progress towards sustainable resource use by using energy, fuels, raw materials and processed water and land more responsibly, and by combining or replacing non-renewable resources with sustainable, renewable resources, for example, by using innovative technologies in various areas to improve efficiency including energy efficiency. The organization should implement energy efficiency programmes to reduce the energy demand of buildings, transportation, production processes, appliances and electronic equipment, the provision of services or other purposes. Efficiency improvements in energy use should also complement the State's efforts to advance sustainable use of renewable resources such as solar energy, geothermal energy, hydroelectricity, tidal and wave energy, wind power and biomass.

The International Organization for Standardization (ISO) has developed the relevant technical tools in the ISO 14000 series of standards as a general framework to assist organizations in addressing environmental issues in a systematic manner, as well as identifying the requirements of energy efficiency system in the ISO 50001 in the context of the pivotal role played by the national and international standards for sustainability.

Social Innovation and Sustainability

By: Eng. Osama Elmeligy
Chief Editor



Organizations around the world aim to deliver services or commodities that satisfy the needs and expectations of their societies and promote health and welfare.

In this context, organizations should have a clear and tangible role in serving the society, not only by their current services, but also innovating new products and services.

The world recognized the role of innovation in making a revolution in business and economy.

All of us realize how can innovation demonstrate the impact of people and countries on business, politics and societies, Innovation plays an increasing role in expediting economic growth and enhancing development.

Policy makers and business leaders should create an environment that encourages innovation and promotes its benefits throughout the society.

Innovation is a national issue with a high priority, as traditional solutions will not work with the high risks and severe challenges facing Sustainable Development.

Social Innovations are innovations useful to the society and enhance its capabilities to work in a responsible and sustainable manner.

Technological Innovation is a process through which new technologies and techniques are made available for use on a wider scale.

Energy as an example, the technological innovation helped in widening the scope of energy supply by improving the exploration techniques, increasing the efficiency of energy transformation and final usage or consumption, improving the availability and quality of energy services.

Decreasing the environmental impacts of energy extraction, stor-

age, transportation and consumption was behind most of innovations in energy.

In spite of the nature of energy services and mitigating its environmental impacts, governments invest in research and development for commercial and financial purposes with marginal investment for innovation in modern and sustainable energy resources.

Environmental innovations require a focus on a new approach towards the challenges of finding solutions that combine science and the use of technologies for a sustainable future and developing new products that protect and improve environment, land, air, water and food.

It is the intention of the Egyptian Organization for Standardization and Quality (EOS) and its quarterly eNewsletter (Responsibility) to promote the culture of Technological, Environmental and Social Innovation in the context of our focus on Social Responsibility and Sustainability .



Dimensions of Sustainable Development



Mr. Gamal Abdel -Alim
Head, Media Unit at EOS

Sustainable Development is a term that aims to develop human and natural resources, improve social and economic life while meeting the needs of the present without interfering with the ability of future generations to meet their own needs. Sustainable development is considered one of the unique opportunities that allows the creation of markets, opening work areas, integration of marginalized people in the community and granting freedom to everyone and ability to choose his future. In this article, we will learn about the three dimensions of sustainable development, i.e.

Environmental Dimension

Sustainable development seeks to achieve a number of environmental

objectives, including rationalization of the use of natural resources e.g. water, with the purpose of leaving a suitable environment for future generations since there are no other alternatives to those resources, and considering the limited ability of environment to absorb waste while determining the amount to be used accurately.

Economic Dimension

Economic development in developed countries seeks to make a lot of successive reductions in consumption levels of natural resources and energy. For example, energy consumption resulting from gas, coal and oil in the United States is 33 times higher than in India.

Social Dimension

The process of sustainable development includes human development aiming at improving the level of education and health care, as well as the participation of societies in decision-making that affects equality and equity. It should be noted that there are two types of equity i.e. equity of future generations and equity of present generation. They do not find equal opportunities with others to access social services and natural resources. Hence, development aims to improve learning opportunities, provide assistance to the informal economic sectors and provide health care for women and all segments of society.

Battling with perceptions, reputation and trust to secure growth in Egypt?

Viveka Anderton
Founder and CEO – Vita Consulting Services Ltd



Are you, like many others, facing growth and profitability issues in your Egyptian business? Are the real causes being addressed?

We all know that Egyptian companies have suffered economic and political turbulence for the last seven years. We all know about the currency situation, inflation, the politically-influenced media and the security issues. These all seem to have radically crippled growth due to their effect on international trade, consumer loyalty, and employee retention. A deeper analysis of these issues however, reveals some further underlying themes of perception, reputation and trust.

Egypt is ideally placed for the manufacturing. Its central geographical position allows trade to reach the Mediterranean area and fast access to the Gulf. The revamped Suez Canal offers an ideal route to the Indian sub-continent and a gateway to a growing African market. Egypt is an appealing central business location with its attractive labour costs and talented, well-educated youth with competent language skills.

PwC reported on the economic growth projections for the 32 largest economies in the long view: how will the global economic order change by 2050? Their predictions for Egypt are that the country will be the 19th largest economy in 2030, and will reach 15th position by 2050.

These data give indications of economic confidence and positive expectations; but why does it not feel like that on the ground? Egyptian businesses still face an uphill struggle to see the right signs of this growth and tangible deals that could drive this change.

Having worked in the country for many years, I meet business men and women who feel somewhat disillusioned when they attempt to engage in the export and licensing process, establish local manufacturing initiatives, access talent and gain consumer confidence.

Foreign companies have increasingly introduced more stringent requirements when evaluating partners, suppliers and franchise-holders in Egypt. It is no longer enough to provide cost-efficient solutions: the global market requires players to assess a range of aspects in order

to protect their brand and reputation. Multi-nationals today know that they can lose their reputable position in a blink of an eye: both investors and consumers will no longer accept scandals regarding fraudulent behaviour, the lack of compliance to labour laws, the environmental impact, and consumer safety.

Consumers today do not easily forgive a company for mishandling their trust: they base their choices not only on price, but on the knowledge that the products are manufactured by ethical business enterprises providing high quality goods, secure welfare programmes for their employees, and a responsible approach to the environment. This, in turn, has created awareness and caution within the financial industry. Dow Jones Sustainability Index (DJSI) records a significant appetite to invest in sustainable businesses.

This phenomenon is not a foreign one: Egyptian consumers also have clear perceptions and increased trust in foreign brands; significant efforts have been made to access foreign manufactured pharmaceutical products, electronics, white goods, and so on. The food scandals within the local food industry have drawn consumers' attention to safe, imported goods, especially for their families, children and pets; in a similar vein, Egyptian talent is attracted to working for companies which hold a reputable position in the market.

Overcoming lack of confidence takes focus and significant work to develop an organisation's governance, values, and decision-making processes in close co-operation with its stakeholders. It is through communication and transparency that will provide trust and increased brand value.

When working with business transformation in Egypt, the road to growth can be challenging, but, key to this work is creating increased brand value through improved perception, reputation and trust. This not only involves appropriate marketing strategies, it also needs to be underpinned by leadership development, policies and



procedures. ISO 26000 therefore becomes a key guidance tool. ISO 26000 is also frequently used by foreign companies for evaluation and due diligence in appraising suppliers and business partners.

ISO 26000 has often wrongly been labelled as a tool to improve the PR of an organisation's charitable activities. I hope that this short article will show the perception and the reality of an organisation's performance regarding social responsibility, and, by implementing ISO 26000, it can influence the following, among other things:

- competitive advantage;
- reputation;
- the ability to attract and retain talent, customers, clients or users;
- the maintenance of employees, morale, commitment and productivity;
- the view of investors, owners, donors, sponsors and the financial community; and
- the relationship with companies, governments, media, suppliers, peers, customers and community in which it operates.

About Viveka Anderton

Viveka Anderton
Founder and CEO – Vita Consulting Services Ltd

Viveka is a management consultant, business coach, researcher and writer. Her founding organisation Vita Consulting's specialisation is developing businesses, teams and leaders working in, or with, the rapidly changing environment in the Middle East.

Vita Consulting is also the exclusive partner of CSR Company International in Egypt; together they bring to Egypt world class CSR consultancy specialist competence on strategic CSR, business ethics, sustainability and stakeholder engagement.

Regulatory Reform of Governance ...A Roadmap for Administrative and Economic Reform

Dr. Karem Farouk Abdul-Rasoul
Assistant, G.M. for Governance and
Quality
Social Fund for Development



The interest in the concept of corporate governance in many emerging and developed economies has grown. Most countries have enacted legislations that regulate the rules of governance and good management because they are considered to be the healing path to fight corruption, ensure the integrity of financial transactions and set the boundaries between private rights and public interests. Then, the countries have continued to enact the necessary legislations to identify an integrated legal system for corporate governance.

The SDGs 2030 include two goals related to the application of good practices of economic governance i.e. "Promoting sustainable economic growth" and "Provision of access to justice for all, and building effective, accountable institutions at all levels"

The OECD's corporate governance principles in 1999, their reissuance in 2004 and their recent amendments issued in 2015 are considered a general reference for corporate governance worldwide. They are guidelines that help improve the performance of the organization. The main principles of governance consist of the general framework, rights and equivalent treatment of shareholders, organizational role of investor and different parties in capital markets, role of stakeholders, disclosure and transparency and responsibility of the Board of Directors. Good governance is good management of all institutions in the country through policies, mechanisms and practices based on the following principles: "transparency, engagement, justice, responsiveness, effectiveness, efficiency, rule of law, accountability and anti-corruption".

Institutions in countries need to apply the mechanisms, principles and criteria of governance to attract investments and maintain the stability of financial and economic markets. These institutions assume their social responsibility towards individuals and society in order to achieve the desired economic and social development. The application of the concept of corporate governance is the best, safest and fastest solution to address negatives accompanied the fall of a lot of economic units which are considered the nucleus of any economic system in the countries, especially emerging economies. Also, the application of good gov-

ernance practices is a good basis for accelerating any program for economic reform.

Egypt, like most countries, has been keen to collect the principles of corporate governance in a system of regulations or a guidance for operation. Its rules are usually informative and not mandatory in application and generalization. They often take one of the following forms of legislative regulation: ministerial decrees or practical guides to governance practices usually issued by control authorities. The Egyptian Constitution issued in 2014 stipulates in Chapter II "Economic constituents", Article 27 that "the economic system is committed to the criteria of transparency and governance ...". However, the legislative regulation of governance in Egypt has not been upgraded to the level of an independent law regulating the application of governance in State's institutions so as to contribute to the improvement of the administrative and economic reform of State's institutions.

In order to improve the practices and legislations of corporate governance and to benefit from the leading international experiences, reaching the legislative reform of governance, which is considered an input to improve the administrative and economic reform for all State's institutions, we need to provide an appropriate general framework for a legal, organized and independent structure to implement governance in Egypt, improve administrative reform of State's institutions and help improve economic reform, with a review of the legislative regulation of corporate governance in Egypt to be compatible with the Constitution and legislations relating to commercial transactions, especially the regulations governing companies and capital markets in accordance with the legal rules related to corporate governance and the issuance of a separate law for corporate governance coping with applicable legislations and global trend including the rules of corporate governance and good governance in the public and governmental organizations and makes the legislative reform of governance a roadmap for administrative and economic reform of the State, provided that the proposed legal structure includes the following elements:

Chapter 1: General Framework of Governance

- Role of State and legislative and control bodies.
- Concept of corporate governance.
- Objectives and advantages of applying corporate governance
- Principles and criteria of good corporate governance.
- Scope of application.
- Explaining the rule of commitment to application.
- Definitions.

Chapter 2 : Main Axes of Corporate Governance

Axis 1: General Assembly of shareholders (composition of the General Assembly - Attendance of the General Assembly - Works of the General Assembly - Resolutions of the General Assembly).

Axis 2: Board of Directors (composition of board of directors – meetings of board of directors – role of board of directors and its responsibilities – responsibilities of the chairman – responsibilities of the managing director – role of secretary of the board)

Axis 3 : Board Committees (audit committee – nominations committee – remuneration committee – risk management committee – governance committee – other committees).

Axis 4: Control Environment (internal control system – internal audit department – risk management – compliance management – governance management – financial auditor)

Chapter 3: Disclosure and Transparency

- Introduction to disclosure and transparency.
- Significant information and financial and non-financial disclosure.
- Disclosure and transparency tools.

Chapter 4 : Charters, Regulations and Policies of Corporate Governance

First: Charters and Regulations

Code of Ethics and Professional Conduct.

Board of Director's regulation.

Board committees' regulations.

Procedures guides regulating work.

Second: Policies

Policy of succession of power.

Disclosure policy.

Whistleblowing policy.

Policies of conflict of interest.

Social and environmental responsibility policy.

The College of Management and Technology (CMT) – AASTMT, the Sustainability Strategy Initiatives

Dr. Azza Al Sharabasy: Assistant Prof.

Dr. Hend Hafez : Assistant Prof.

CMT was founded in 1992; its establishment came in response to the Academy's desire to create a source of knowledge and skills for the business sector and professionals. CMT has experience in implementing DNV ISO 9001, and accredited by the National Authority for Quality Assurance and Accreditation of Education (NAQAAE). In 2017, CMT's employees no. reached 160 Academic Staff and Administrators. 68% of CMT staff are females and 32% are males and this is aligned with ISO 26000, the core subject of Human Rights - Clause 6.3.

In 2013, CMT - AASTMT was selected as one of the pilot organizations to participate in the ISO Pilot Project aiming to encouraging national organizations in 8 Arab countries in the MENA region to implement ISO 26000 for Social Responsibility (SR). In 2015, CMT received a Thank you Letter from ISO and the Egyptian Organization for Standardization & Quality (EOS) for its implementation of ISO 26000 through an action plan developed in coordination with the national experts dedicated to the College and the international expert and following up its implementation to overcome the gaps previously

identified.

Currently, CMT's SR practices and activities focus on: satisfaction of students and staff, respect of human rights and non-discrimination, and protection of health and environment. Additionally, the College serves community in various aspects such as health & safety represented in blood donation sessions, medical services, crisis and disaster management unit, and healthcare awareness via its website, culture and public awareness via awareness-raising seminars, fairs and charitable activities represented in donations, orphan day, blankets distribution campaigns, sports and philanthropy.

Actions Taken to be in Harmonization with ISO 26000

CMT has showed its commitment to implement ISO 26000 by conducting the gap analysis, action plan for stakeholders and their engagement. In 2013, CMT has established the Community Service and Development Unit to host and participate in the community related activities. This unit aims at developing social and cultural activities and increasing the awareness. The conducted events and activities are publicized through electronic boards (digital signage),



online announcements at the College website and the 'Moodle' (e-Learning System). Quality Assurance Unit (QAU) co-operates with all the College's staff members and employees to improve the quality of the educational process and following-up the process of accreditation of CMT nationally and internationally. In addition, 12 students with disabilities were admitted to join the College where CMT has provided different facilities to those students and awarded a full scholarship providing tutors, and guiding them in classes.

With the Participation of Egypt and Delegations of 8 Arab Countries ISO Organizes a Regional Awareness-Raising Workshop on ISO 37001 in Lebanon



EOS has participated in the regional workshop organized by the International Organization for Standardization (ISO) in Lebanon during the period from 7 to 9 November 2017 to introduce ISO 37001:2016 "Anti-bribery management systems". Egypt was represented in this workshop by two representatives from EOS i.e. Mrs. Asmaa Abdel Mohsen, Secretary of the National Mirror Committee to ISO/PC 278 on ABMS and Eng. Ahmed Mohamed Abdel Aziem, Head of Internal Control Unit. This workshop was also attended by delegations from other 8 Arab countries i.e. Tunisia, Algeria, Syria, Jordan, Lebanon, Iraq, Morocco and Palestine where a lot of topics were discussed including:

- The role of implementing ISO 37001

for ABMS in achieving SD and implementing national strategies in each country to achieve SD in line with the UNSDGs (2016-2030).

- The relationship between ISO 26000 for the principles and issues of social responsibility and ISO 37001 for ABMS since combating corruption and bribery is one of the issues arising from "Fair Operating Practices" which is one of the SR core subjects in ISO 26000.

- Review of the clauses of ISO 37001 and how to integrate ABMS with other management systems applied at any organization.

- Each of the 9 Arab countries participated in this workshop have presented the legislative framework to combat corruption, good practices for fight-

ing and preventing corruption, the institutional framework to combat corruption, challenges to support / encourage the private sector to respond to anti-corruption and bribery initiatives as well as means of ISO 37001 communication and application in national organizations.

It is worth mentioning that the needs of each of the 9 countries were presented to promote this international standard (IS). EOS representative has presented Egypt's needs and EOS's work plan to promote this IS and encourage the national organizations to its implementation and obtaining certificates according to the requirements of this standard.

Egypt Participates in the 3rd Meeting of ISO/TC 309 «Governance of Organizations » in China

The Egyptian Organization for Standardization and Quality (EOS) has participated in the meetings of ISO/TC 309 concerned with the development of international standards on Governance of Organizations and whistleblowing, held on 12-17 November 2017 in China.

The Egyptian delegation was headed by Mrs. Asmaa Abdel Mohsen, SD Expert and Secretary of the National Technical Committee on Governance of Organizations. The delegation comprised in its membership a representative from the Administrative Control Authority (ACA), Eng. Hany El-Desouki, Executive Director of the Egyptian Accreditation Council (EGAC) and Eng. Mohamed Hassan, IT General Manager at EGAC. The meetings witnessed the participation of delegations from about 40 member bodies.

During these meetings, an international symposium was held to exchange experiences on anti-corruption mechanisms in a number of countries and methods of promotion and encouragement of national organizations to implement ISO 37001 in these countries considering that this IS is a tool to combat bribery and reduce related risks. During the symposium, experiences of a number of countries were presented in respect of enactment of laws, legislations and regulations to combat and prevent corruption and bribery, including Egypt. The ACA member made a presentation on the procedures and legislations applied in



Egypt to fight corruption and bribery and those that are still in the discussion stage before approval in the Egyptian Parliament e.g. law of the protection of witnesses, reporters and experts in cases of corruption and bribery. From her part, Mrs. Asmaa Abdel Mohsen has presented the procedures within EOS's action plan to promote and raise awareness of ISO 37001.

It is worth mentioning that since the beginning of the third millennium, ISO is developing international standards with the participation of specialized experts from different geographical regions that

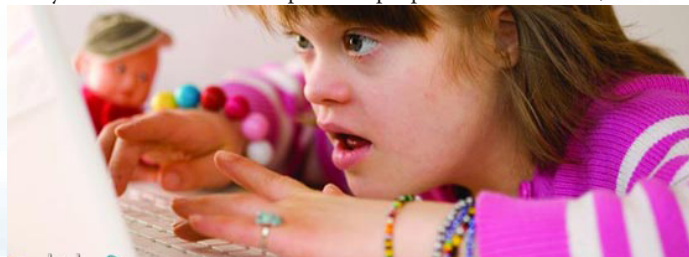
contribute to the achievement of UNSDGs such as: ISO 26000 for Social Responsibility, ISO 20400 for Sustainable Procurement, ISO 37001 for Anti-Bribery Management Systems, ISO 50001 for Energy Management Systems, ISO 45001 for Occupational Health and Safety, ISO 37000 for Governance of Organization and many other international standards that help to mobilize efforts to eradicate poverty, combat inequalities, address climate change, protect the environment and conserve natural resources.

UNDP in Cairo Launches Internet Contest for People with Disabilities

The United Nations Development Program (UNDP), in partnership with the Egyptian Ministry of Communications and Information Technology (MCIT) and Telecom Egypt, and supported by Microsoft Egypt, are organizing an innovation competition under the theme of «Internet for People with Disabilities».

The contest is a part of the Young Leadership Program of the UN Regional Program for Arab States, which aims to support and empower female and male youth who are the makers of change in the Arab region to design and implement innovative and effective solutions for sustainable development, according to a UNDP statement.

The contest aims at ambitious young entrepreneurs and innovators aged between 19 and 29 years and have an example of



application using objects internet. The competition requires that the proposed solutions be addressed to address one of the following topics: accessibility to public services, transport, education, employment and health. The use of Internet as a tool to

improve human life is considered now a new area of innovation. This is especially important for people with disabilities, who face

many challenges. Therefore, more innovative solutions are needed to improve their standard of living, their integration into society, empower young people and open new horizons for them.

The competition will be launched on Yomken.com, an

e-platform that offers research and development services economically and more efficiently using the participatory innovation approach.

In the first phase, 10 teams will be selected to participate in an intensive training camp where they will be trained on the use of assistive technologies, internet, business skills and marketing. In the second phase, five teams will be selected to present their models at the Regional Innovation Conference organized by the UNDP for the Arab States. In the third phase, three teams will be selected to participate in the World Mobile Conference, which is held periodically in February, Spain.

Celebration of International SR Day

The Regional SR network, a member of the UN Global Compact, has launched an international initiative representing the largest humanitarian event all over the world. The network has adopted the 25th of September each year as a World Day of SR in collaboration with many international and regional organizations in the world under the slogan of "Fighting Poverty is our Responsibility". The initiative of launching an International SR Day as a comprehensive responsibility touches upon all segments of society. Also, the existence of a day in

which the world shares the commemoration and celebration of the importance of SR, which falls on society, individuals and institutions, and the adoption of



the United Nations as an International Day oblige the countries to pay attention and celebrate it, to draw the world's attention to human values that fall under the SR system. This is the greatest goal from this initiative to launch this day as an International Day. In addition, the initiative has the advantage of remote cooperation and helping others in their crises to reach community solidarity, for example by sharing experiences of any organization or individuals with other members of the Regional SR network.

Lebanon Hosts the 1st International Regional Forum «Sustainable Development ... Establishment and Empowerment»

The Development Council for Women and Businesses has organized in collaboration with Arab and international organizations the first international conference on the Role of Sustainable Development in Entrepreneurship ... Establishment and Empowerment in Lebanon, entitled "We Meet to Promote".

The Forum included a number of activities that promote the role of sustainable development in entrepreneurship and enable participants from Arab countries to take the lead in their work and to create new investment opportunities through exchanging ideas and projects and developing strategic action plans at the level of the Arab world to enhance the economic and development role at all levels. The most important of which is women support as a key partner in society through highlighting the role of women in development and entrepreneurship.



The program of this forum included working papers for Arab personalities, meetings, workshops and a training course. In addition, a

presentation was delivered under the theme of "Protection of Arab Women from Electronic Crimes" by Counselor/ Mohammed Al-Qadi.

Celebration of World Tourism Day under the Theme of SD

The countries all over the world celebrate the World Tourism Day since 1980 on the 27th of September, which is the day when the World Tourism Organization Statute entered into force. Peace, dialogue, energy, accessibility, world heritage, tourism and water are of the topics selected for the 37 previous sessions of the World Tourism Day and this year's theme is Sustainable Development.

The official celebrations of World Tourism Day 2017 will focus on two sessions focusing on "Tourism as a locomotive for economic



growth",

"Tourism and the planet: commitment to a greener future". In addition, a high-level seminar will be held to discuss the sector's ability to promote and maintain culture



and mutual understanding.

The agenda of the celebration included also a presentation of national strategy for the tourism sector in some countries that promote sustainable approaches. This Strategy falls within the framework of national vision for SDGs

2030, which focus on economic, social and human development, and give priority to tourism as a locomotive for progress towards a more diversified economy.

EU: Initiative of Accidents Road in Sudan Plays a Role in SD

The European Union Mission in Sudan has declared that “Initiative of Accidents Road led by Sudanese youth plays a significant role in supporting SD in the country”.

This initiative has been established in 2012 to help poor patients and now comprises 2000 volunteers in Khartoum and 17 cities all over the country.

A delegation of European Union in Sudan has visited the initiative of Accidents Road and said that they have recognized through an explanation provided by the members of the initiative about their activities in the rehabili-

tation of hospitals and provision of free medicines for children, as well as blood donation and recreational programs for cancer patients. In 2016, the initiative of Accidents Road won the EU Medal for Human Rights Heroes for its role in using internet-based initiatives to support health rights in Sudan.

The EU delegation has commended the initiative and said that youth plays an important role in supporting SD in Sudan and that the EU is impressed by the youth-led initiatives in strengthening local communities and giving hope.



National Bank of Saudi Arabia Launches a Campaign of «Professionals Volunteering» for the 2nd Year to Stimulate its Employees to Voluntary Work

In the framework of the commitment of the Saudi National Bank to enhance the concept of voluntary work for the community service and contribution to the development of civil society institutions, the Bank has launched an initiative of “Professionals Volunteering” for the second consecutive year to motivate its employees to voluntary work within the Bank’s SR programs “Ahalina”.

This campaign gives male and female employees the opportunity to undertake voluntary work without remuneration through making use of their professional specialization and practical experience to support organizations in various fields that serve the public interest. This initiative, which will be implemented in Riyadh, Jeddah, Abha and Dammam, aims also to contribute to maximizing the private sector value and benefit and enhancing its social impact on civil society institutions. The Bank’s support for such voluntary initiatives is a part of its commitment to contribution to economic development through engaging employees and activating the CSR roles. The Bank strives to promote the concept of voluntary work among its employees to serve their community and contribute to empowering

voluntary work, stabilizing positive values and building an independent personality for the country’s citizens. Many of the Bank’s male and female employees, leaders and members of voluntary team have par-



ticipated in the informative workshops organized by the Bank. They have expressed their great happiness in sharing their various expertise and capabilities to develop and activate all specializations that may be required by charitable institutions and associations.

It is worth mentioning that the Bank has extended its support to all its employees throughout the Kingdom to participate in the Professionals Volunteering Campaign within the Bank’s SR programs “Ahalina” to serve and empower community. This is in the light of what the Bank grants its employees in case of voluntary work equivalent to 30 hrs of paid voluntary work.

Kazakhstan Hosts an International Meeting to Advance SDGs

The World Social Innovation and Ethics Forum, organized by “Horio” Organization, a social network intended for charitable work, on 5th of September to discuss future energy, smart cities and UNSDGs. International speakers, interlocutors and observers have participated in this event held in Astana, the capital of Kazakhstan.

Horio is committed to encourage multi stakeholders as it supports and establishes partnerships to make use of the best potentials for addressing the future needs.

This forum will bring together social entrepreneurs, influential investors, experts, governmental officials and civil society representatives to spread an important message, i.e. “We are all capable of change”.

The participants have discussed the challenges of climate change amidst economic development and urban growth, how to achieve further sustainability in every part of urban infrastructure, reduce carbon intensity and enhance energy efficiency in cities.

It is worth mentioning that “Horio” supports communication among organizations, members and personalities and helps transform positive ideas into tangible actions while building constructive relationships through technology, innovation and social entrepreneurship. “Horio” community includes more than 1000 organizations and 220000 users from more than 180 countries.